PATENT CLOSE

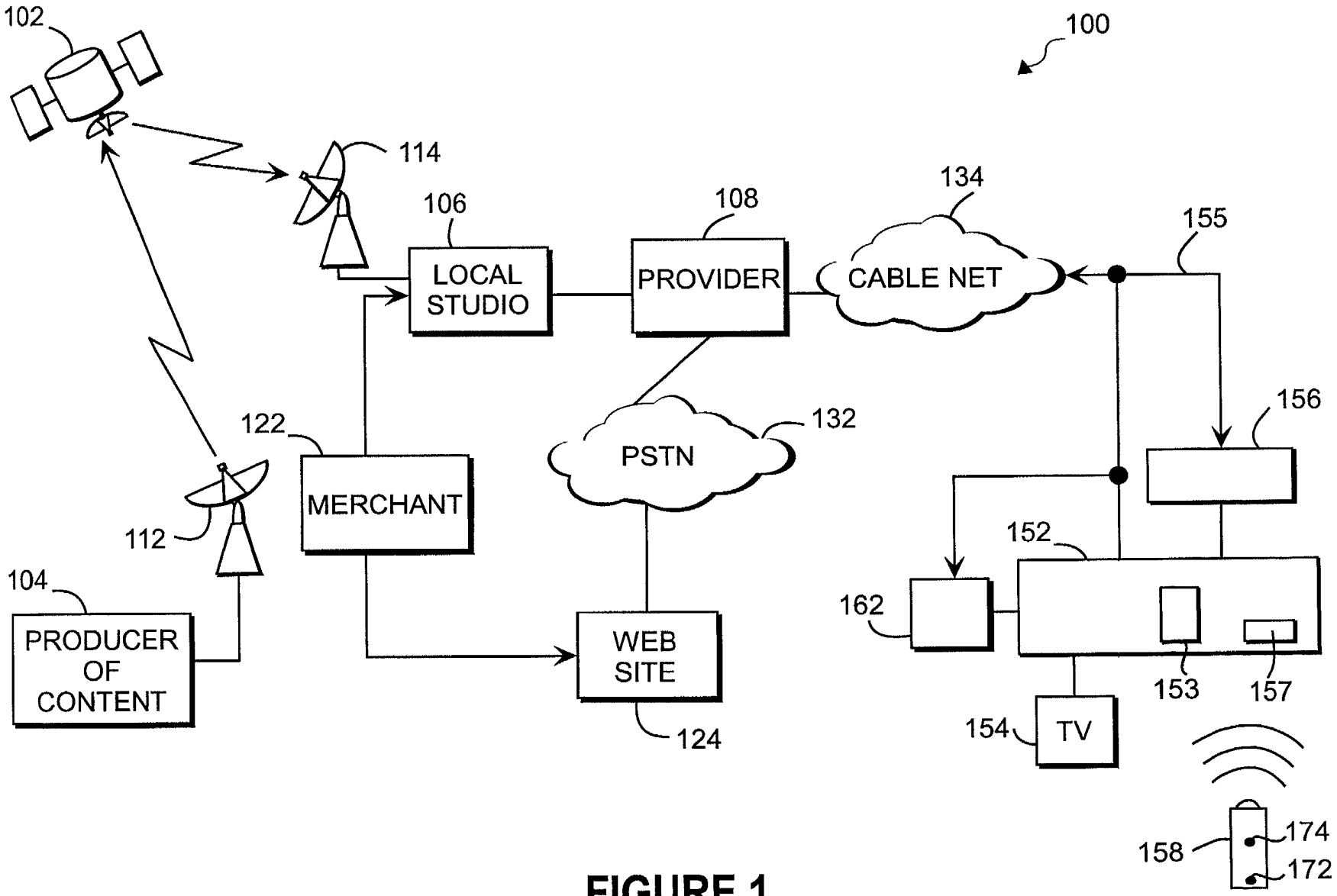


FIGURE 1

PCT/US2003/021363

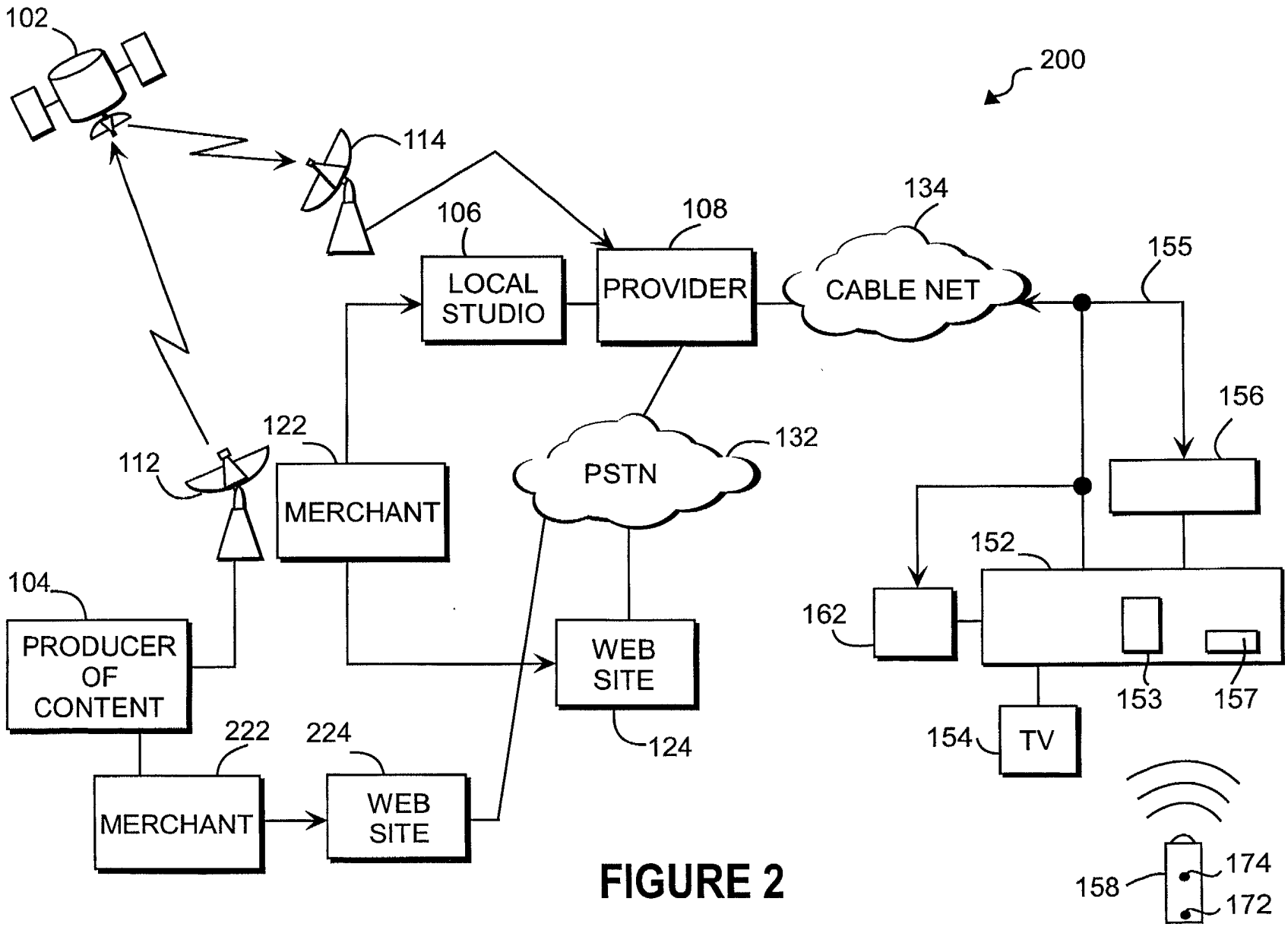


FIGURE 2

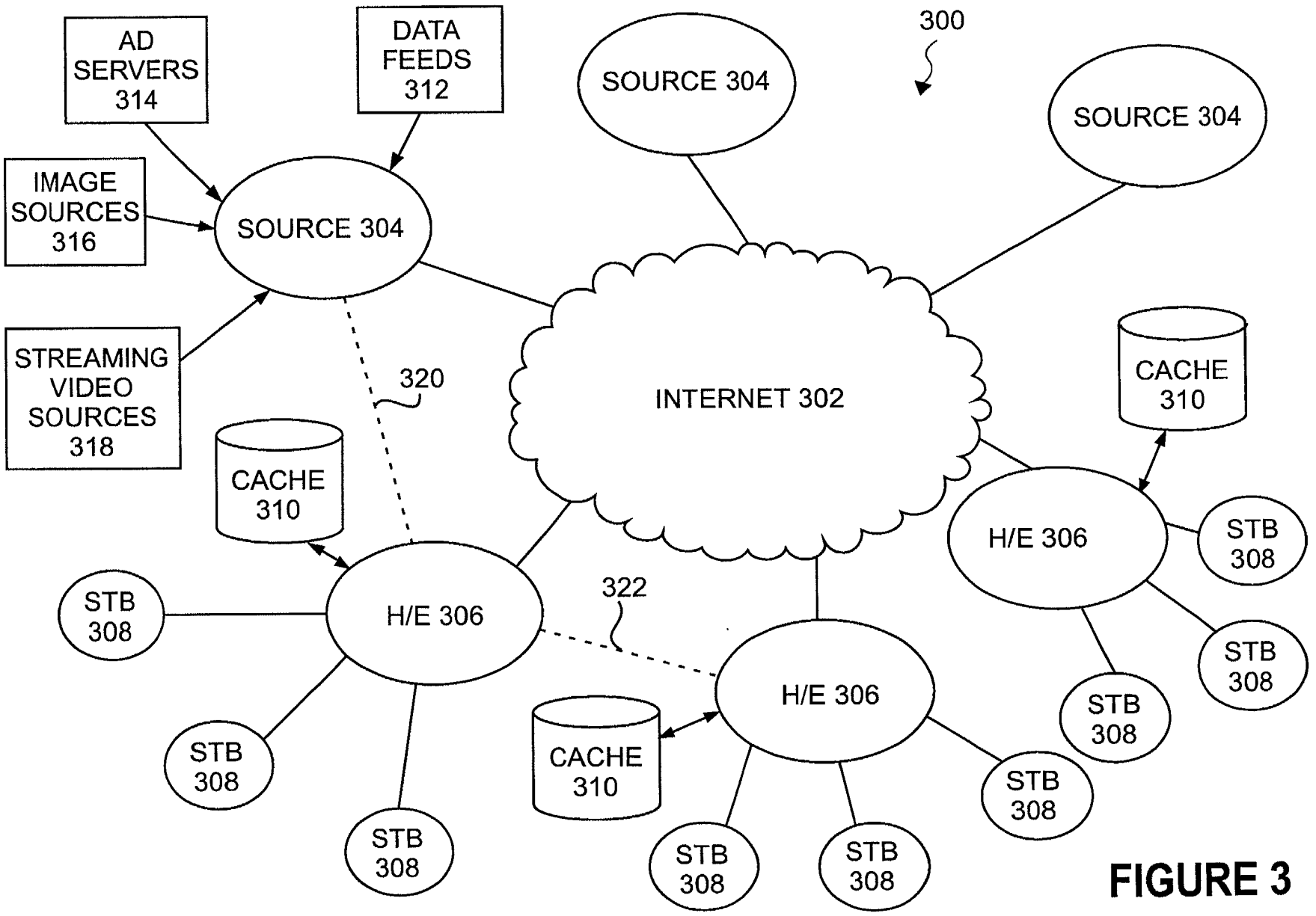

AD SERVERS 314
DATA FEEDS 312
300
SOURCE 304
SOURCE 304
IMAGE SOURCES 316
SOURCE 304
STREAMING VIDEO SOURCES 318
320
INTERNET 302
CACHE 310
CACHE 310
H/E 306
STB 308
STB 308
322
H/E 306
STB 308
STB 308
CACHE 310
H/E 306
STB 308
STB 308
STB 308
STB 308
STB 308

FIGURE 3

FIGURE 4

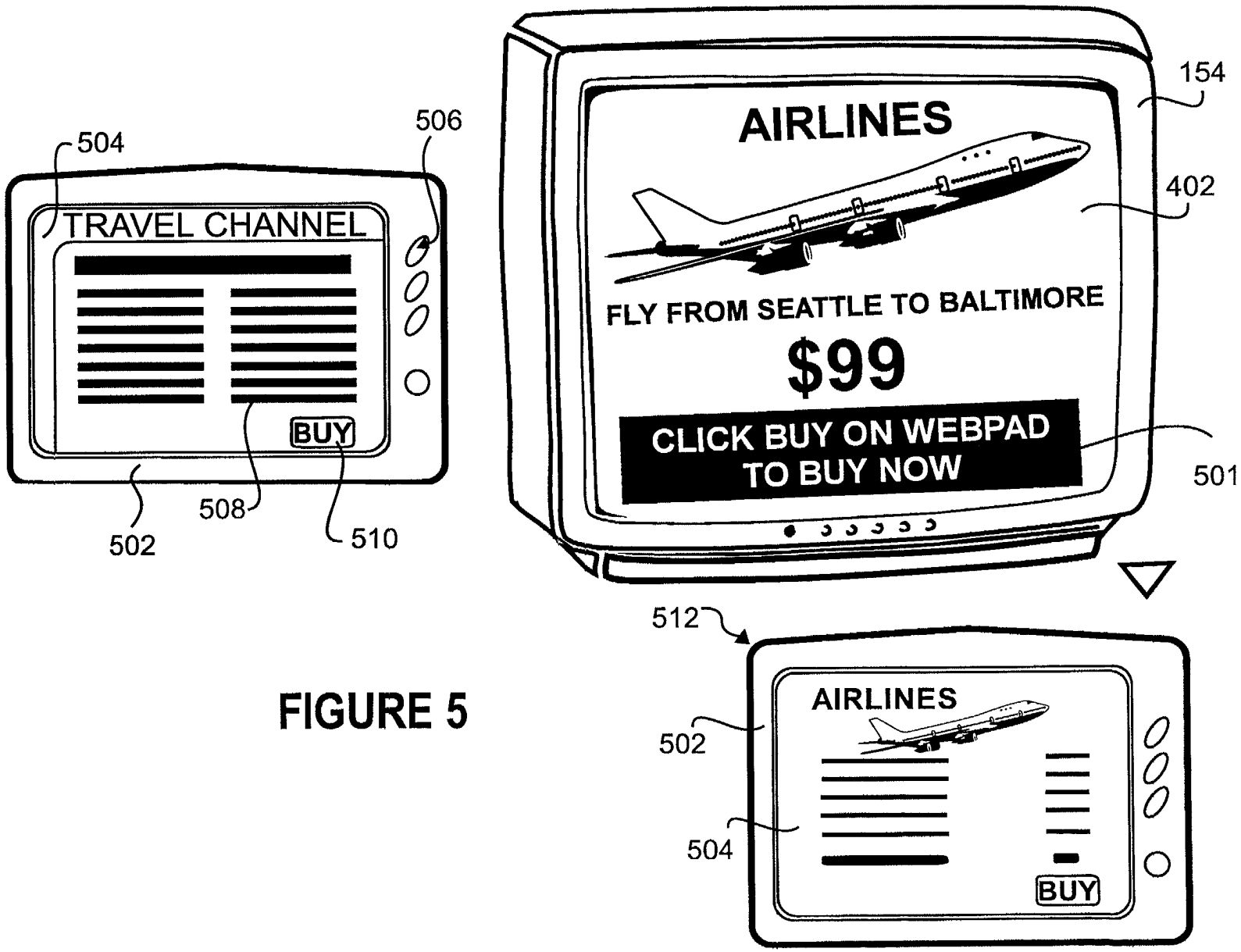
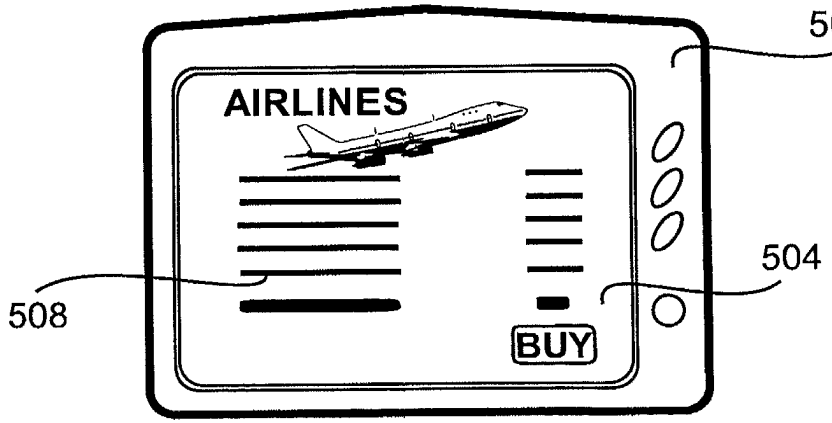

504
506
TRAVEL CHANNEL
BUY
502
508
510
154
AIRLINES
402
FLY FROM SEATTLE TO BALTIMORE
$99
CLICK BUY ON WEBPAD
TO BUY NOW
501
512
AIRLINES
502
504
BUY

FIGURE 5

FIGURE 6



PCT/US01/21363

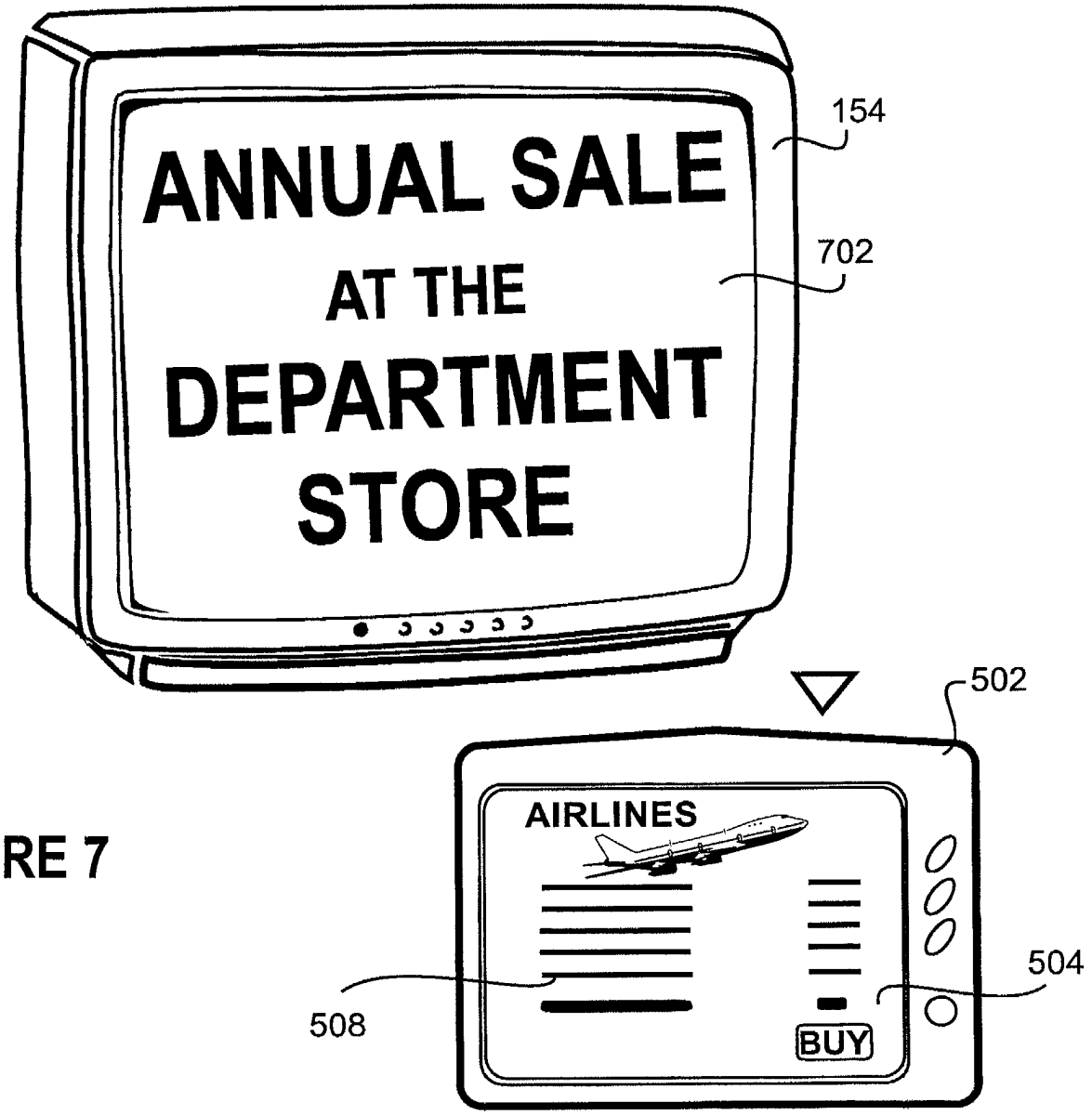


FIGURE 7

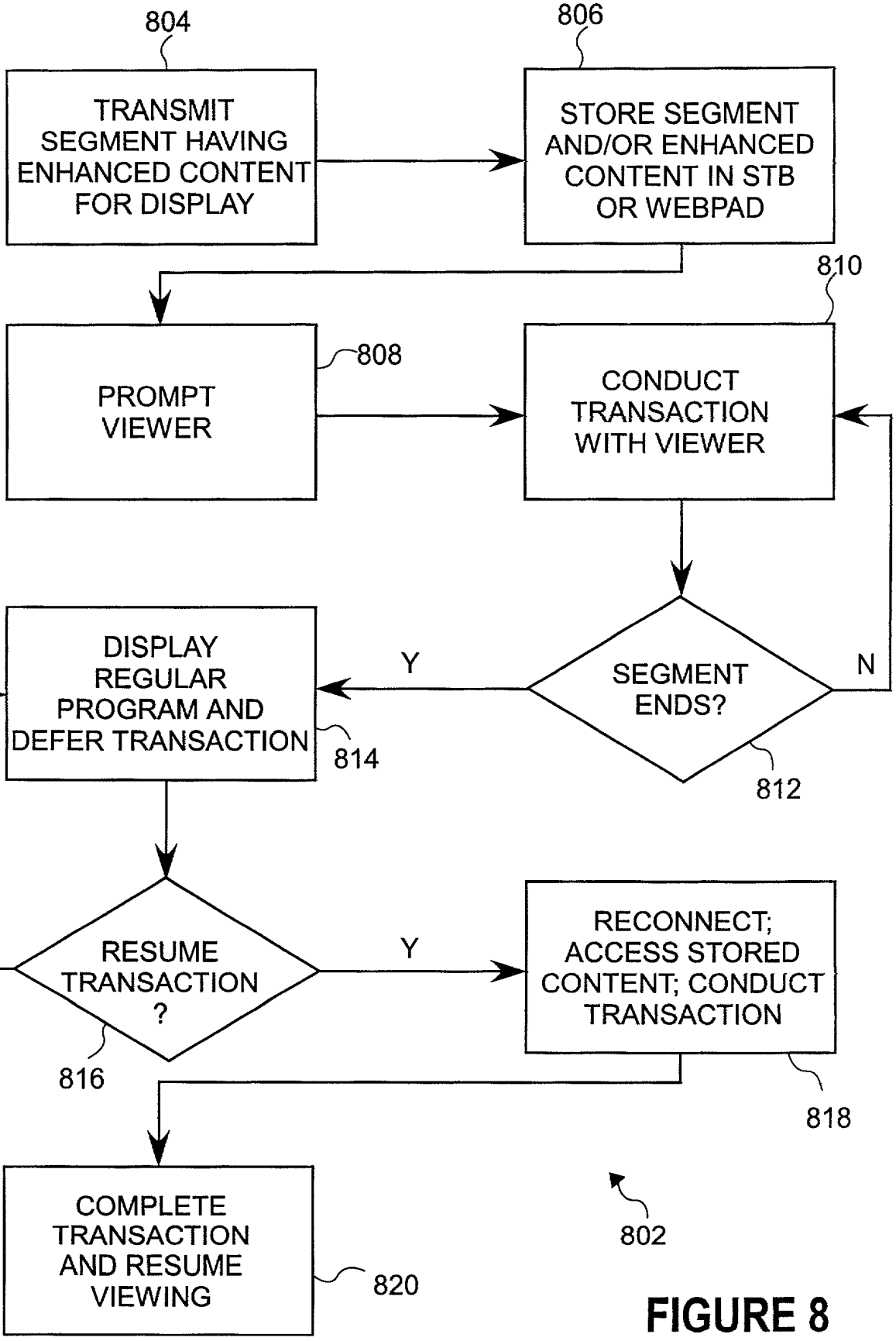
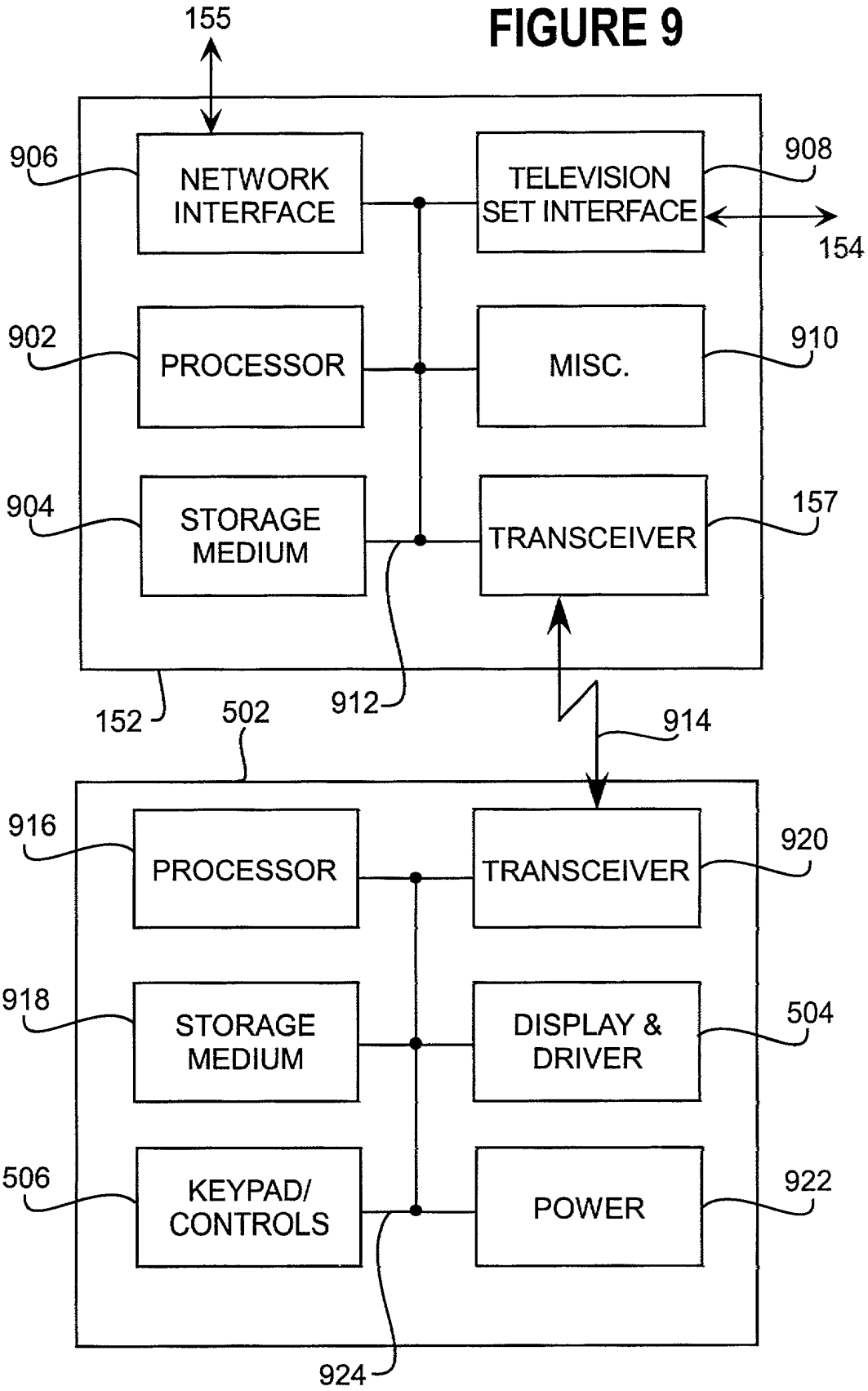

804
TRANSMIT SEGMENT HAVING ENHANCED CONTENT FOR DISPLAY
806
STORE SEGMENT AND/OR ENHANCED CONTENT IN STB OR WEBPAD
810
PROMPT VIEWER
808
CONDUCT TRANSACTION WITH VIEWER
DISPLAY REGULAR PROGRAM AND DEFER TRANSACTION
814
Y
SEGMENT ENDS?
N
812
N
RESUME TRANSACTION ?
Y
816
RECONNECT; ACCESS STORED CONTENT; CONDUCT TRANSACTION
818
COMPLETE TRANSACTION AND RESUME VIEWING
820
802

FIGURE 8

FIGURE 9


155
906
NETWORK INTERFACE
908
TELEVISION SET INTERFACE
154
902
PROCESSOR
910
MISC.
904
STORAGE MEDIUM
157
TRANSCEIVER
152
502
912
914
916
PROCESSOR
920
TRANSCEIVER
918
STORAGE MEDIUM
504
DISPLAY & DRIVER
506
KEYPAD/ CONTROLS
922
POWER
924